

A bit like Marmite

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I [thought this tweet was interesting](#):

Chris Jordan links to [this article in Taxation](#). It in turn links [to this article on the Institute of Chartered Accountants in England and Wales web site](#) where ample evidence for Chris' hypothesis appears to be on view.

I'm beginning to know what Marmite feels like.

But, as usual, a couple of other thoughts occurred to me.

First, what would these people have said if PWC had launched this scheme? I saw no such opprobrium for the Total Tax Contribution, for example.

And what if the Institute of Chartered Accountants in England and Wales took the Fair Tax Mark over. What would they say then if the Institute was to promote better tax transparency? After all, isn't that entirely consistent with its public duty responsibilities imposed by its Royal Charter?